

Bastrop Retailers: Sales brisk before Christmas

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Bastrop, La. —

How is business during this Christmas season?

Local retailers feel the uncertain economy - nationally and here in Morehouse Parish - hasn't dampened people's Christmas shopping.

"People are spending", said Mike Brooks assistant manager of Ivan Smith Furniture, "Our home office is very pleased with this store and we like for them to be happy!" Appliances have been a big seller for us so far in this season, but we have sold a lot of furniture and accessories too. Looks like we will have a good Christmas holiday for 2010."

Flash and Bling are also big, according to Steve Perry, owner of Steve's Jewelry Store.

"We had a very good Christmas last year, and it seems that this one will be just as good. I have not compared the sales figures yet, but I know they will be close," said Perry, "People started shopping earlier for Christmas this year, bringing in a good traffic flow. Our store-wide sale will continue through Christmas and that helps the last minute customers."



Gifts of clothing, though not as flashy as jewelry, is practical. At Cato's, December saw a slow start by Angel Frye, second assistant manager, said it's still been a good month. And some of it has come in an area that's surprising.

"One of the big selling items has been clothing from the children's section. A lot of people are purchasing clothes for women as well. Of course we have sold a large quantity of accessories, jewelry and shoes. I think this year we have sold more watches than I have ever seen. This is a practical gift, but still a watch is a nice piece of jewelry."

Years ago, people planned for purchases from D&H Sporting Goods. Owner Glen Hendrix says that trend has changed.

"Fifteen years ago we had huge Christmas sales. People would buy baseball gloves, bats, footballs, etc., and now they buy these items whenever that particular sports event begins. Ours is a seasonal business, however, sales for the store are all right. This month has been a good month for us. Parish residents are still spending."

There are alternatives for people still affected by the economy. Doodle Bugs Consignment Shop owner Geneva Mattice said business has been brisk.

"I had a real good selection of toys and they have been gone," Mattice said. "It seems like people shopped earlier for the toys they knew were on Santa's list. Besides selling a huge variety of clothing, I have sold a lot of the children's furniture," Mattice stated.

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